



National

POISON PREVENTION WEEK PLANNER



www.PoisonHelp.hrsa.gov

PRESS RELEASE TEMPLATE

A **press release** is distributed to media prior to an event or when you are issuing new information. It provides reporters with details to cover your story.

Before you distribute a press release for *National Poison Prevention Week*, check with your Poison Center at 1-800-222-1222 to find out what materials they may be planning to distribute to the media and how you can coordinate with their efforts for the best results. As you consider what your press release should say, you may want to adapt the following language as needed for your event.

FOR IMMEDIATE RELEASE

Date

Contact: [Name—Must be a person who is available to answer questions from the media]
[Phone Number—Include cell phone if person is not always available at the office]
[E-mail Address]

**Sample headline: [Name of Organization] Brings [Name of Community] Together in
Commemoration of *National Poison Prevention Week***

[City, State], [Date]—Each year, [state or community statistic] poisonings are reported in [Name of State or Community]. As part of *National Poison Prevention Week*, [Name of Organization/Poison Center] is hosting [event] on [date] to discuss the dangers of potentially poisonous medicines and chemicals, and to outline preventative steps people can take to ensure the safety of themselves and their loved ones.

[Name of Organization] hopes that this event will bring people together in commemoration of *National Poison Prevention Week*, to ultimately mitigate the number of people who are involved in poisonings each year, especially poisonings in the home—the most commonly reported poisonings.

[Include details of the event—where and when it will be held, and who is in attendance.]



“By educating local residents about preventative steps in the home and in their lives, I believe we can make serious progress in keeping our loved ones safe,” said **[Name and Title of Prominent Local Official]**. “It is vital that people arm themselves with basic information on poison prevention in the home, such as keeping chemicals out of the reach of children and carefully reading the labels and dosages on all products. I applaud the efforts of **[Name of Sponsoring Organization(s)]**, which illustrate the importance of community involvement in important challenges like poison prevention.”

More than 2 million poisonings are reported each year to the Nation’s 60 Poison Centers. According to the American Association of Poison Control Centers, 93 percent of poisonings happen at home, and 51 percent of poisonings involve children under the age of 6. The majority of fatal poisonings occur among adults, especially older adults.

National Poison Prevention Week was established by the U.S. Congress in 1961 to focus national attention on the dangers of poisonings and how to prevent them. To learn more about ways to keep people of all ages safe and help prevent poisonings, visit the national Poison Help Web site at www.PoisonHelp.hrsa.gov.

In case of a poison emergency, contact your local Poison Center at 1-800-222-1222.

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About Poison Help

Poison Help is a national campaign funded by the U.S. Department of Health and Human Services’ Health Resources and Services Administration (HRSA) to educate people about how to prevent a poisoning from occurring and how to respond should one occur. The national Poison Help Web site, www.PoisonHelp.hrsa.gov, provides resources for parents, teachers, health professionals, and local businesses. It can be used to help with poison prevention activities and provides information for you to locate and contact your local Poison Center. People can also contact their local Poison Center through the national toll-free Poison Help line, **1-800-222-1222**, for information and assistance with a poisoning emergency.

About HRSA

HRSA is the primary Federal agency for improving access to health care services for people who are uninsured, isolated or medically vulnerable. HRSA provides national leadership, program resources, and services needed to improve access to culturally competent, quality health care. HRSA funds the national toll-free Poison Help line (**1-800-222-1222**) and Poison Help Web site, www.PoisonHelp.hrsa.gov.

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